



RE-IMAGINED VANCOUVER INTERNATIONAL AUTO SHOW SET FOR 2024

Western Canada's best attended automotive experience is scheduled March 20-24

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Vancouver, BC – The **Vancouver International Auto Show**, western Canada's best attended trade and consumer event, will mark its much-anticipated return to the Vancouver Convention Centre (VCC), in 2024 following a four-year hiatus – and it will be a fresh and re-imagined experience.

Auto enthusiasts will have the opportunity to indulge in a showcase of Luxury Supercars and Exotics, high-powered classics, over-landers, and everything in between. However, the 2024 edition will include a reimagined format with an ELEVATED consumer experience at the forefront. Showgoers will find the latest technology-leading, environmentally focused EV's, coupled with lifestyle features and commercial vendors reflecting all that is the automotive culture.

"Following a four-year hiatus, we have taken a step back, building on 100 years of experience, re-imagining an event that will result in a very unique and exciting experience for both our manufacturer partners and our consumer guests," says Blair Qualey, President, and CEO of the New Car Dealers Association of BC (NCDA), which also owns the Show. *"I believe that we have found the right mix of elements that will appeal to traditional showgoers and those looking to experience the latest technology in a whole new way."*

The showcase will highlight the latest in vehicle developments, including Zero Emission Vehicles (ZEVs), full battery electric, plug-in hybrids, hydrogen, and fuel-efficient vehicles, along with advanced vehicle safety systems, and charging advancements. There will be a strong focus on education and new ways for fans and exhibitors to participate and celebrate some of the best the automotive industry has to offer.

"With the support of the industry's top manufacturers, we're well underway in the planning process to make this event unlike any 'Auto Show' this city has seen," Vancouver Auto Show Executive Director Eric Nicholl. *"From EV education and test-drive experiences, to displays of concept cars that have never been in Canada, to major vehicle manufacturer activations. Consumers are ready for the return of Vancouver's premiere automotive experience, and we're building an event that people won't want to miss."*

Recent consumer survey data solidifies the event's importance as 96% of respondents are planning to attend the show in 2024, and 88% identify that their attendance directly impacts their vehicle purchasing decisions.

BC's Premier, The Honourable David Eby, a longtime fan of the Auto Show, is also excited. *"The Vancouver International Auto Show is not just a lot of fun; it provides a significant economic boost for our province. I am excited for the reimagined show, ELEVATE, to return, welcoming back auto enthusiasts and industry professionals. I am thrilled to see the focus on advanced technology and zero emissions vehicles that will be showcased throughout the event, leading to a cleaner future."*

Vancouver Mayor Ken Sim also counts himself as one of many who are reacting positively to today's announcement. *"We are thrilled to see the return of a reimagined Vancouver International Auto Show," says Sim. "Vancouver is excited to once again welcome car and truck enthusiasts from all over the region and province to enjoy this marquee event."*

Organizers are expressing thanks to its many partners for their ongoing support including the venue partner, the Vancouver Convention Centre, for its long-standing relationship, without which the event wouldn't be possible. It's a sentiment shared by Vancouver Convention Centre General Manager Craig Lehto. *"Automotive enthusiasts from across the province have been eager for a return of the Auto Show," says Lehto. "And we are thrilled to have it back at our venue. This has always been a prominent event on our calendar, and we are already counting down the days until the show."*

For more detailed information about the Vancouver Auto Show | **ELEVATE Automotive Experience**, March 20-24th, 2024, and its many features, visit: www.VancouverInternationalAutoShow.com which will be updated with new developments over the coming months.

About the Vancouver International Auto Show

The Vancouver International Auto Show is owned and operated by the New Car Dealers Association of BC (NCDA) (www.newcardealers.ca). It is British Columbia's new model showcase for the Canadian automotive industry and represents top brands from the world's leading manufacturers.

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